



DEDICATED TO
CANCER RESEARCH
AND PATIENT CARE

2022-2023
SPONSORSHIP PACKET



ASHLEY MUNN
2022-2023 President

GREETINGS!

I am honored to begin my term as President of Carnival Krewe de Louisiane for the 2022-2023 season! The Krewe was formed in 1987 by group of Baton Rouge citizens who were passionate about the care and support of those destined to be faced with cancer. The purpose of the Krewe is to raise funds for cancer research, cancer education, and indigent cancer patient care in the Baton Rouge area. We combine a commitment to raising awareness about cancer with the fun of celebrating Carnival season. To preserve the benefits of its philanthropic activities, Carnival Krewe de Louisiane continues to raise money for Mary Bird Perkins Cancer Center.

I am extraordinarily proud to announce that the Krewe has recently raised over \$400,000 and more than \$4.4 MILLION to date! Please take a moment to review how the Krewe's 2021 donations were used to impact our Baton Rouge community. The information can be found at the top of the following page.

I want to express my gratitude to Gerry Lane Enterprises and the entire Lane family for their continued support as our presenting sponsor. Their partnership and commitment to our mission and the support of our sponsors have been essential to our success.

Please join us today as a sponsor of this exciting and purposeful Mardi Gras Krewe and together we will continue to contribute funds for research, education, and patient care in the battle against cancer. By becoming a sponsor, your company can be a part of this community-focused and impactful organization. The sponsorship opportunities are included in this packet and range from \$2,500 to \$20,000. Our continued success can only be achieved with partners like you!

I look forward to another record-breaking year!

Ashley Munn

President, Carnival Krewe de Louisiane

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JOIN US

KARNIVAL KREWE DE LOUISIANE

There are several
Corporate Sponsorship Opportunities
available with amazing benefits.

FRIDAY, FEB 3RD 2023





MARY BIRD PERKINS CANCER CENTER™

THE 2021-2022 IMPACT

Karnival Krewe de Louisiane donates our net funds to The Mary Bird Perkins Cancer Center. These funds have assisted in numerous ways over the years.

Our 2021-2022 donation has been allocated for the following services:

Dental Services	\$31,125
Patient Navigation	\$83,000
Tumor Registry	\$62,250
Clinical Research	\$62,250
Prevention/Early Detection	\$83,000
Cancer Services	\$31,125
Patient Support	\$62,250
Total	\$415,000

Karnival Krewe de Louisiane is proud to support the efforts of The Mary Bird Perkins Cancer Center.

It is our hope that our 36 years of fundraising efforts have had a positive and lasting effect on many people in our community who have had cancer invade their lives. We look forward to another successful 36 years!

YOUR SUPPORT HELPS MAKE AN IMMEASURABLE IMPACT

*Stats below are from May 2021 - May 2022

1340

first-time screening participants

346

patients navigated*

21

kids camp participants

104

screening events

LIFETIME GIVING: MORE THAN \$4.4 MILLION

Thank you for helping us transform cancer care today and for generations to come.

MISSION

Karnival Krewe de Louisiane strives to be the Mardi Gras Krewe that provides the most exciting and entertaining Mardi Gras Ball experience in Baton Rouge and to donate net profits that assist in the cancer care of the patients in our community, including cancer screening, education, indigent care and cancer research.



From left: Dr. Jonas Fontenot, COO and Chief of Physics at Mary Bird Perkins, Katie Graves Past President of KKdL, Danielle Mack, Lisa Lane, Eric Lane, Tyler Lane, Ananda Lane, Ashton Duhon, Jonathan Duhon, Todd Stevens, Sandra Lane and Freddy Bailey.

PRESENTING SPONSOR



gerrylane.com

Gerry Lane Enterprises and the Gerry Lane family have been our constant supporters for many years. Their dedication to the mission of Karnival Krewe de Louisiane is unsurpassed.

As our Presenting Sponsor, they have provided the backbone funding for the Krewe, making it possible for us to continue our efforts throughout the years.

We are extremely grateful for all that Gerry Lane Enterprises and the Gerry Lane family have and continue to do for the Krewe.



From left: Ananda holding Silas & Tyler Lane, Lisa and Eric Lane, Ashton and Jonathan Duhon, Will Lane Seated: Faye Lane & Sandra Lane



BOARD OF DIRECTORS

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- Amy DeJean, Vice President
- Josh Guagliardo, Treasurer
- Linda Crochet, Officer
- Kim Kwan, Officer
- Katie Graves, Past President
- Melanie Cascio, Secretary

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Chrissy Dupuy, Board Liaison



KARNIVAL KREWE DE LOUISIANE

2022 - 2023

SPONSORSHIP OPPORTUNITIES

SPONSOR LEVEL DONATION	PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,000	ASSOCIATE \$2,500
COMPANY PUBLICITY				
 <p>Recognition on WVLA Local 33/ WGMB Fox 44 / BRProud.com</p>	A member of your business featured in a minimum of 15 Commercials per month. Business Logo on a minimum of 10,000 sponsored display ads per month on BRProud.com	A member of your business featured in a minimum of 15 Commercials per month. Business Logo on a minimum of 10,000 sponsored display ads per month on BRProud.com	Business logo and audio mention in a minimum of 10 Commercials per month. Business Logo on a minimum of 2,500 sponsored display ads per month on BRProud.com	
 <p>Recognition in InRegister KKdL Ball Ad</p>	Name/Logo	Name/Logo	Name/Logo	
Donation Impact report	Name/Logo	Name/Logo	Name/Logo	Company Name
Coronation Brunch program				
Ball signage and presentation screens				
Ball program	Full page ad	1/2 page ad	1/4 page ad	Company name
KKdL website and Facebook	Name/Logo	Name/Logo	Name/Logo	Name/Logo
Press releases	Company Name			
KARNIVAL KREWE BALL (FRIDAY, FEBRUARY 3RD, 2023)				
Reserved tables of 10 at the Ball	2	2	1	1
Food for reserved tables	\$500	\$400	\$150	\$100
Champagne (# of bottles)	5	3	2	1
Table centerpiece (if desired)	✓	✓	✓	✓
Preferred Ball parade route seating	✓	✓	✓	
Personal table attendant at the Ball	✓	✓		
Downtown hotel room with shuttle to the Ball	✓	✓		
Preferred parking pass, River Center	*Shuttle service provided from hotel		✓	



Thank you for your consideration!

KARNIVAL KREWE DE LOUISIANE
2022 - 2023 SEASON
CORPORATE SPONSOR COMMITMENT

36th Annual Ball Friday, February 3rd, 2023



Thank you for supporting Karnival Krewe de Louisiane! Sponsor benefits extend from May, 2022 to April, 2023, dependent upon payment date. Anticipate email communication regarding the purchase of extra tickets and food during the October timeframe.

- Sponsorship Level:**
- Platinum Sponsor - \$20,000
 - Gold Sponsor - \$10,000
 - Silver Sponsor - \$5,000
 - Associate Sponsor - \$2,500

COMPANY INFORMATION PLEASE:

Email high resolution logo (preferably png or eps with a transparent background) to KarnivalKrewe@gmail.com

Company Name: _____
Main Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: (wk) _____ (cell) _____
Email Address: _____

PAYMENT:

- Mastercard Visa American Express Check is Enclosed Send an Invoice

Account Number: _____ Exp. Date: _____ CVV#: _____

Signature: _____

Please mail payments to the address below or scan credit card information and email to karnivalkrewe@gmail.com.

For more information:

Treasurer

Josh Guagliardo at 337-581-4940
karnivalkrewe@gmail.com

President

Ashley Munn at 225-226-4532 or kkdlmunn@gmail.com

Make checks payable to:

Karnival Krewe de Louisiane
P.O. Box 82680
Baton Rouge, LA 70884-2680
www.karnivalkrewe.com